

**STATEMENT OF
CHAIRWOMAN JESSICA ROSENWORCEL**

Re: *Disclosure and Transparency of Artificial Intelligence-Generated Content in Political Advertisements*, Notice of Proposed Rulemaking, MB Docket No. 24-211

Artificial Intelligence has become powerful enough to mimic human voices and create life-like images.

This year in the primary election in New Hampshire, thousands of voters got an AI-generated robocall impersonating President Biden that told them not to vote.

This past summer, the campaign of Governor DeSantis was flagged for circulating fake AI-altered images of former President Trump.

Facing a rising tide of disinformation, roughly three-quarters of Americans say they are concerned about misleading AI-generated content. That's why the Federal Communications Commission is focused on delivering on a simple standard that is grounded in a key principle of democracy—transparency.

Today the FCC takes a major step to guard against AI being used by bad actors to spread chaos and confusion in our elections. We propose that political advertisements that run on television and radio should disclose whether AI is being used. If a candidate or issue campaign used AI to create an ad, the public has a right to know.

Voters deserve to know if the voices and images in political commercials are authentic or if they have been manipulated. To be clear, we make no judgment on the content being shared or prevent it from airing. This is not about telling the public what is true and what is false. It is about empowering every voter, viewer, and listener to make their own choices.

Some dispute the power granted by Congress to this agency to oversee the political messages they see on television, hear over the radio, or receive over the phone. They are wrong. Since the 1930s, the FCC has used this authority to require our nation's broadcasters to maintain a publicly available file for campaign ads. This file has information about who bought a campaign ad, how much they paid for it, and when it ran. Over time Congress expanded these requirements to include ads run on cable and satellite, too. These are also the policies that led to what are now familiar on-air disclosures so that every viewer and listener knows who is responsible for the ad.

While obfuscating may delay action in Washington, states across the country are not waiting. Nearly half of the States in this country have enacted laws to regulate the use of AI technology in elections. Most of these laws are bipartisan. And while those actions may not cover all aspects of how this technology may be used in our elections, they understand the urgency of the moment we are in and the need to start somewhere. We can help bring uniformity and stability to the patchwork of state laws on AI technology and deepfakes seeking to bring greater transparency in our elections.

The Federal Elections Commission is also considering a rulemaking on AI, announcing this year that they expect to act in early Summer. I welcome that upcoming announcement. With our complementary authorities, the FEC can regulate AI use in online advertisements for federal candidates while the FCC can focus on the areas where the FEC is powerless to act. The FEC does not oversee television and radio stations. Moreover under the law FEC authority over campaigns is limited to federal political candidates and does not extend to independent issue campaigns or State and local elections. These gaping loopholes can be addressed by the FCC.

There's too much potential for AI to manipulate voices and images in political advertising to do nothing. At the very least, the public deserves the chance to weigh in and offer solutions about the best way this agency can utilize its existing authority to increase transparency and build consumer trust.

If the voices and images we see in political ads are altered by AI, the public should know that. For political ads on television and radio, the FCC's new disclosure rules would make sure that they will.